



WISCONSIN ARCHITECT

OFFICIAL PUBLICATION
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS

Vol. I, No. 3

An Organization Promoting the Best Interests of the Profession by United Action

JULY 1933

Eschweiler-Atelier's Picnic Proves a "Real Swell Affair"

By ALBERT W. ICKE

Our bunch of blokes what calls ourselves Atelier Eschweiler - Milwaukee, got an invite from our boss Carl Eschweiler to come out and have a picnic in his back yard out at Chenequa. So on Saturday, June 3rd, the whole tribe ups and drops in on him. The guy what makes the weather certainly couldn't have known we were going to have this affair 'cause if he knew he woulda tossed in a little rain, making it a typical picnic day.

About ten thirty the first buggy load of saps pulled up and when the first eggs gets out of the crate he right off starts to holer for beer. In about half a hour the whole mob was there and you shoulda saw them birds. "Prim and proper" Voell was all dressed up like he was going to sit in the royal box at the Aintree Grand National; Betty Cramer, the outfits's "Queen of Poche", had on a tent she musta dyed in some Indian Yellow and looked like a daffydil in among a lot of quack grass; "Madam" Schultz had on his business suit and business-wise attitude like maybe he was all set to sign a contract for one of them big beauty shoppies; Hansen, "the Kid", wanted to show us some real rare tailoring stuff so he waltzes out with a pair of drawers on what he hung together with some wire and a couple a nails; "Roundo" Lefebvre, in his knickers and suspenders, was all sunburned like them lobsters they got down at Louie's Place, so some mug asks him if he got a ride out on the beer wagon; that critic guy "Jake" Rowland took off his lid and start showing off that trick forehead of his that runs way to the back of his neck and he had on

URGE ATTENDANCE AT ARCHITECTS' OUTING

The Picnic Committee, headed by Wm. J. Reddin, Chairman, and including Ralph H. Kloppenburg, John P. Bruecker, George Zagel, and John J. Rowland, urges 100 per cent attendance at the Architects' Stag Outing on July 15th. This is an official Association function. The Milwaukee District No. 7, originally planning to have its own picnic, has changed its program so as to participate in the state outing instead. The program outlined on the back page of this issue indicates that a good time is in store.

BERNHARD POINTS OUT "CUT-THROAT" PRACTICE

William J. Bernhard, Ephraim, Wis., in a letter (in which he forwards his dues) to Fitzhugh Scott, Secretary, said of our magazine, "THE WISCONSIN ARCHITECT should help us all to eliminate cut-throat practices. . . ."

He gave an example of a recent experience of his in which he lost a commission to a Milwaukee firm of architects whose fee was "so low as to warrant a discussion on same."

He praised Mr. Kirchhoff's article on fees and asked that the subject be left open for further discussion. Views of other architects in the state on this subject will gladly be published.

JULY CALENDAR

WEDNESDAY, JULY 12—

Association Executive Board Meeting, 12:15 P. M., at City Club, Milwaukee.

SATURDAY, JULY 15—

Association Stag Outing, 1:00 P. M., at U. F. Durner's Summer Home, Nehmabin Lake.

THURSDAY, JULY 27—

Madison Chapter, A. I. A., Madison, Wis. No meeting of Wisconsin Chapter, A. I. A., Milwaukee.

Cram Flays World's Fair "Tin-Lizzie Style of 1929"

The Boston Evening Transcript recently devoted a full page to pictures of world's fair buildings and comments by Ralph Adams Cram on the style of architecture adopted.

Mr. Cram vigorously attacked the modern style and claimed that retrogression, rather than progression, in architecture is exhibited in the design of these buildings. Extolling the Fair of '93 as being exquisitely beautiful, he denounced the present fair buildings as shoddy, barren and ugly.

... "Today man," he said in part, "wearied and satiated by predominant ugliness, asks pathetically for the bread of beauty and he is given the stone of technocracy."

"Turning now to the buildings themselves, what do we find?" he asks. "Individual examples and an ensemble built up of the structural motives of gasometers, grain elevators and freight yards; raw steel, concrete, glass and sheets of asbestos assembled in crude forms, * * * for which no better name may perhaps be found than 'The Tin-Lizzie Style of 1929.' . . ."

DISTRICT No. 3 TO HOLD JULY MEETING

District No. 3 plans a meeting in July, according to Max Schober, Green Bay. Mailed notices giving the date, will be forwarded by Raymond N. Le Vee, Secretary.

MILWAUKEE ARCHITECTS DESIGN NEW CHURCH IN CHINA

A new church is being erected by the Franciscan Fathers at Tsinanfu-Hungkialou, China, according to plans prepared by E. Brielmaier & Sons Co., of Milwaukee.

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EDITOR-IN-CHIEF

Leigh Hunt.....Chairman, Publicity Committee
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District Secretaries

- Your District Secretary is an Editor of this magazine . . . you can help him a great deal by giving him the news of your locality.

Question and Answer Section

This section, conducted by a committee headed by Peter Brust, Chairman, and including Harry Bogner, Gerrit De Gelleke, Alex Guth, Carl Eschweiler, and Roy Papenthien, should prove a very useful source of information on anything pertinent to practice or the Association.

Mr. Peter Brust, Chairman
Question and Answer Section
of the Wisconsin Architect.
Dear Sir:

I am enclosing a number of questions I would like to have you publish with answers to same in the next issue of the Wisconsin Architect, and oblige.

Yours very truly,

ERNEST WEYLAND.

Q. No. 1—

Under the present Registration act, may an Architect design and supervise an Industrial Plant?

(Referring to the practice of Civil Engineers it specifically refers to industrial plants, whereas under the definition of Architectural Practice it does not especially refer to industrial plants.)

Answer:

Yes. Architects may design all types of buildings. Engineers may design buildings of a certain type only, consisting of "structures and buildings directly connected with engineering work, such as railroads, hydro-electric plants, industrial plants and buildings." This clause limits the extent to which the Engineer may enter the field of the Architect.

Q. No. 2—

Referring to the practice of Civil Engineers it specifically mentions "or the structural members of other buildings." Does this mean that an Architect must engage or associate with an registered Engineer for the design of the structural work and the supervision thereof?

Answer:

No.

Q. No. 3—

The registration act went into force on July 10th, 1931. (Section 101.31-9g) "and Architects registered prior to this section becoming effective shall be required to renew their registration on or before July thirty-first of the second year following the passage of this act." The original interpretation of the Board was that the registration of Architects prior to the passage of the present act are recognized as registered under the new law up to July 31st, 1933.

Later a letter followed in which the opinion of the Attorney General was quoted,—he interpreting the registration to expire July 31st, 1932; only one year and twenty days after the passage of the new law.

I have consulted several grammarians of first rank and all express the opinion that the only and true meaning is,—expiring July 31st, 1933.

I would like to have you explain the irregularity and the foundation for the opinion of the Attorney General. Who asked for the opinion of the Attorney General? And why?

Answer:

Evidently the first letter of the Board was sent out without consulting the Attorney General, thereafter the Attorney General rendered an opinion which obliged the Board to send out the second letter based on his opinion. The Attorney General being the legal adviser of the Board, it naturally follows his advice. It is not material "who asked" and "why" for the opinion of the Attorney General.

Q. No. 4—

In the State of Illinois an Architect may seal drawings and specifications prepared by others not registered and not prepared under his direction. He may also supervise the construction thereafter though not designed by him.

Will this practice be permitted in this state?

Answer:

The practice that you allege obtains in Illinois is a misdemeanor in that state. Section 16 of the Illinois Architectural Act reads as follows: "Each of the following acts constitutes a misdemeanor punishable upon conviction by a fine of not less than \$25.00, or more than \$200.00 for each offense." Section 16, paragraph C of the same act reads as follows: "The affixing of a registered architect's seal to any plans, specifications or drawings which have not been prepared by him or under his immediately personal supervision."

In Wisconsin, the Board of Examiners of Architects and Engineers will prosecute every violation of the law if notified thereof in accordance with Section 8, paragraph C. The Board may also prefer charges on its own motion.

YOU DON'T SAY!

... "To the average structural engineer the architectural designer is a mere milliner in stone, informed in those prevailing architectural fashions of which he himself knows little and cares less. . . ."

—Claude Bragdon
in "Architecture of Democracy."

Architectural Practice and the Law

By ATTY. CARL G. KUELTHAU

No one knows better than the architect how almost every line on a plan or phrase in a specification may have been influenced by an obscure governmental statute. Familiar though we may be with the laws in the background of our practice, there are yet many governing statutes not appearing in the Building Codes proper that may interest us as architects. In this first contribution of a series, Atty. Kuelthau cites legal interpretations of certain functions of the Architect.

FAILURE OF ARCHITECT TO
PROMPTLY REJECT MATERIAL OR
WORK WAIVES DEFECT.

Explanation:

Where a contract provides that a contractor must submit to the judgment of a designated architect as to the character of materials used and work done, an architect cannot stand by and permit the contractor to place defective material in the building. It is the duty of the architect to inspect the material before it goes into the building.

The architect must reject the material and work as it proceeds and he cannot allow the work to continue after he knows or should have known of the defective work or material. If he fails to promptly reject it as the work proceeds he waives the defect and the contractor cannot be compelled to remove and the owner will be liable for the defective material or work which has gone into the building without objection from the architect.

ARCHITECTS ARE NOT GENERAL
"AGENTS" OF OWNER OF PROP-
ERTY FOR SERVICE OF MECHANIC
LIEN NOTICE.

Explanation:

The Statutes of the State of Wisconsin require that a sub-contractor give notice to the owner of the land within thirty days after performing the first work or furnishing of materials of the nature of his contract and services to be performed.

In some cases sub-contractors have served this thirty day notice on the architect as the agent of the owner. Such service has been held insufficient by our Supreme Court for an architect with the usual powers and duties and not specifically authorized to receive notice is not the owner's agent for the purpose of receiving notice of intention to claim a lien.

Architects are merely special agents of the owner and their powers as agent are limited by their contract. The architect is authorized to proceed in the usual way and the owner may constitute him as agent generally for all purposes connected with the erection of the building, but apart from an agreement to that effect an architect is not the general agent of the owner and has no authority to bind the owner by contracts for any work done upon or materials furnished for the structure concerning which he is employed.

PRINCIPAL CONTRACTORS AND
SUB-CONTRACTORS ARE GIVEN
LIEN RIGHTS BY THE STATUTES
OF THE STATE OF WISCONSIN.
Each Must File His Claim for Lien
Within the Times Specified in Such
Statutes.

Explanation:

An architect is a principal contractor. He and other principal contractors, if they desire to preserve their lien rights, should not furnish material or labor on leased premises on orders of the tenant alone, for the lien law protects a contractor only for material and labor furnished to the owner of the land. Where material and labor are furnished to a tenant, whether holding under a short or long term lease, the contractor cannot claim a lien against the owner unless he has obtained from such owner his consent to the work and his express agreement to pay or become liable therefor. Even though the party in possession who orders the work or improvements represents that he is the owner, a contractor is not protected if such person in possession is not in fact the owner. Therefore, a contractor about to furnish labor or material upon any premises should investigate the title to the property, for if the owner thereof has not consented as above indicated, the contractor's lien would effect only the interest of the tenant in the prem-

ises, which is, in many cases, inadequate security. If the consent of the owner has been obtained, a lien claim can properly be filed against the premises.

MADISON CHAPTER A. I. A.

By HUBERT A. SCHNEIDER, Secretary

LIKE WISCONSIN ARCHITECT

We have enjoyed immensely the first two publications of the Wisconsin Architect and must say they have been most educational and informative and are further convinced that it is a very good innovation. We are whole-heartedly behind the State Association and the publication.

We always hold a monthly meeting on the last Thursday of each month, with a six o'clock supper, and an open discussion or an occasional speaker thereafter.

We sincerely hope that all the boys will now get some work when the government releases the money for the building program it is trying to promulgate and we certainly must compliment the national administration for its efforts.

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THE DRAFTSMAN'S CORNER

By ALBERT W. ICKE

(Continued from page 1, column 1)

some white pants like he was practicing for one of them jobs selling "Soldier Boy" ice cream bars. The rest of us mugs got only one layout so we had to come in the same duds we wore all last winter down at the Atelier.

After every guy got in a few smart cracks and when we finished tearing Charley's house apart, the whole mob ankled down the hill and started in playing the baseball classic of the year. Us single guys teamed up and played against the critics and the married hams. These critics gernts might know their architecting but when it comes to this ball racket it don't have nothing to do with it. I'll bet my last summer's garters that you listeners what are trying to read this high class literary job can guess already who won this mess.

Well, sir, our single outfit was first to bat and when our guys started to pole 'em out, "Court-house" Rand, "Ladysman" Bradley and "Family-man" Schneider had to quit picking daisies and shag after the apple. When the

ball and chain mugs got their raps we had "Strong arm" Heyer at the guns and from the way they tried to hit, us guys wondered if we should throw in a medicine ball. Anyway, it seemed like our bunch couldn't quit bringing in the runs and after "Krooner" Kuehn and "Gas and Oil" Ketter got a load of bee stings and "Ochre" Ames did a head-spin while grabbing off a fly, we slapped each others' sunburn and scrambled back to the house for beer, lunch and beer.

Just when it looked like some of us underfed birds would get a sixth helping of grub, "Hank" Plunkett, "Glasses" Schiertz and "Ted" Eschweiler showed their pans. They being gents what still get paid for working, they couldn't get around in the morning.

Well, sir, I wanta say right here that these Eschweiler fellas sure know how about throwing a brawl. Before the thing was over they did everything but get the family album to amuse us mugs.

In the afternoon all the guys tried some tennis and water polo. This suburban flash, "Bing" Wilkinson, trimmed most the other birds in tennis and only got himself good and tired doing it, proving this amateur stuff don't get you nowhere. In this polo gag "Dutch"

Riemenschneider held the most guys under water, so seeing how I don't know the rules, I guess he musta won.

Just when "Konny" Konrad was taking a picture of all the eggs, Carl Eschweiler hollered the next installment of chow was done. "Lumbago" Hackbarth's trick back snapped during the rush.

The mugs all went home feeling like they was all in on J. P. Morgan's stock deal and all saying it was a real swell affair.

SUGGESTS SKETCH EXHIBIT

Since most draftsmen will probably have a great deal of time to do some outdoor sketeching during the summer, it has been suggested that a sketch exhibition be held in conjunction with the convention of the Wisconsin Association next fall. There is no reason why this cannot become a show of some real merit, if every interested draftsman submits a few sketches; and before the show is held, perhaps a way of finding some prizes will be evolved.

P E R S O N A L S

- Fred Graf fell down his basement stair — three ribs broken — now back at office — studying firehouse sliding poles.
- John Menge, Jr., is a great booster for our Association — says we should have had it years ago.
- Charles Fromme — Charley, you know, hardware and things? — is still sporting a cane — says he still needs it.
- Hugh W. Guthrie was seen obtaining a permit for a client in Leon's office. We know how to get permits — tell us how do you get clients?
- My, doesn't Charley Valentine make nice pictures?
- Business must be picking up. Al Bayer, Eau Claire, has a new straw hat he picked up somewhere.
- Ed Kraus picked the derby winner — but didn't bet.
- Ray Steffen says he can beat any architect at ping-pong.
- George Smith, Kaukauna, says he is going to be at the picnic with bells on.
- Ted Eschweiler thinks the A. I. A. will whip the pants off of the Association men at the picnic baseball game.

SECRETARY AGAIN ASKS CO-OPERATION

To the Association Members:—

The possible accomplishments of The State Association of Wisconsin Architects are limited only by the interest and enthusiasm of its members. To function, certain moneys are necessary.

Below you will find a bill for your dues for the coming year. The payment of these dues is entirely voluntary.

Join with us in this work by detaching the accompanying bill, fill in with your name and address as you wish it to appear on certificate and return with your remittance. A certificate of active membership, suitable for framing and similar in appearance to the registered Architect's certificate, is sent to all who thus support this organization. This method of submitting bills is used in the interest of economy.

Fitzhugh Scott, Secretary.

CUT ALONG THIS LINE

TO The State Association of Wisconsin Architects DR.

274 E. MASON STREET, MILWAUKEE, WIS.

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ARCHITECTS? BY THEIR FEET YE SHALL KNOW THEM—DR. FRANKE

Have you a weak longitudinal metatarsal arch? Aching calves? Shooting leg pains? If so, you are in all probability an architect, according to Dr. R. P. Franke, Milwaukee, past president of the Wisconsin Chiropractors' Association.

"Architects," said Dr. Franke, "abuse their feet as much as any other professional class. Too little walking exercise, too much standing, especially on one leg, while bending over a drawing board.

"Knowing how to stand and walk, that is, with toes pointing straight ahead, and properly fitted, well designed shoes, straight on the inner line, would eliminate some of their foot troubles," he claimed.

Bunions may also be avoided by following the above simple rules. Dr. Franke was unable to say whether bunions are perhaps temporarily anatomically misplaced on architects, due to the depression.

EVOLUTION

"To see in architecture a product of evolution, is to possess at once the key to its study. . . ."

C. Matlack Price
in "Book of Architecture."

"Architecture is the art of constructing a building upon correct and scientific principles, embodying strength, utility and beauty."

F. T. Hodgson
in "Easy Steps to Architecture."

OBSTACLE

"There is no greater obstacle to the appreciation of architecture than the fog of criticism that hangs all about it. The architects themselves are largely to blame for this. . . ."

Talbot Faulkner Hamlin
in "Enjoyment of Architecture."

JOHN RUSKIN'S DEFINITION

"Architecture is the art which so disposes and adorns the edifices raised by man, for whatsoever uses, that the sight of them may contribute to his mental health, power, and pleasure."

—John Ruskin.

NOW DON'T SAY YOU KNEW THIS

"The word 'building' is derived from the Anglo-Saxon word *bold*, which means a house. . . ."

A. S. G. Butler, F. R. I. B. A.
in "Substance of Architecture."

IN OUR NEXT ISSUE

MINIMUM FEE

• A question of grave concern to every Wisconsin architect. Minimum fee rates may be legally compulsory, in view of recent statements by President Roosevelt.

GOVERNMENT FINANCING

• \$160,000,000 are to be used for refinancing in Wisconsin by the Federal Government. How will the architects benefit? Complete details in our next issue.

PICNIC STORY

• Beg, borrow or steal enough gasoline money, plus one dollar, for the picnic. Then you won't need to read about it.

REMODELING WORK FEE

• Association members have requested Roger C. Kirchhoff to go into further detail on his "What Shall We Charge for Remodeling Work?" article. He has consented to enlarge upon it in our August issue.

LEON M. GURDA WRITES

• An article of interest to every architect, by Leon M. Gurda, Milwaukee inspector of buildings, will appear next month.

HENGELS' BUSY, EGYPT WAITS

The promised "Egypt" article by Henry C. Hengels does not appear due to unforeseen demands upon his time.

AN INSCRIPTION FOR A GARDEN

"The kiss of the sun for pardon,
The song of the birds for mirth,
One is nearest God's heart in a garden,
Than anywhere else on earth."

—Wadsworth.

What to use as a suitable inscription for a garden fountain or gateway? The above serves this purpose quite becomingly in a formal garden in Melburn, Florida.

File Your Wisconsin Architect

It is your personal record and reference for past and future events, official acts, notices, programs, etc.

**The State Association
of Wisconsin Architects**

A. C. ESCHWEILER, JR., NEW A. I. A. PRESIDENT

Alec Eschweiler, Jr., was elected President of the Wisconsin Chapter, A. I. A., Milwaukee, at their June 7th meeting. Harry Bogner was elected Vice-President, and Alexander Guth, Secretary-Treasurer. (Mr. Bogner and Mr. Guth were elected to serve on the Board of Directors.)

NOBILITY

"Architecture can want no commendation where there are noble men, or noble minds."

—Sir Henry Watlen.

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The House That Ann Built

This is the first of a series that recently appeared in the Milwaukee Sunday Journal. Many have asked that they be reprinted in our own magazine. It may interest our readers to know that Leigh Hunt wrote the series.

Dear Ann: I was overjoyed with the news that you are about to build your own home. It's the wisest step a young couple can take and is a glorious adventure. However, I can see from your letter that you are already confronted with some knotty problems.

You say you have been approached by a man who claims that hiring an architect is unnecessary as he can make the plans himself, thereby saving you that extra expense. He claims, furthermore, that your job is too small for an architect and that they're not interested in doing small houses.

I'll put this matter up to Uncle Charles, as you suggest. A brilliant idea, Ann. Being an experienced architect, his advice should be sound. I'll get in touch with him at once, corral as many meaty facts as possible and send them on to you. Dutifully yours.

MADGE.

Dear Ann: I have just returned from a talk with Uncle Charles and here are the facts in the matter:

As to your job being too small for an architect, that is ridiculous, says Uncle Charles. Working on a percentage basis, it naturally follows that no job is too small for an architect any more than for a contractor. You know yourself that no one can get more than 100 cents on the dollar he spends.

Economy being a gigantic issue with you, I went into the matter in a big way with Uncle Charles. Let me give you the highlights.

The architect furnishes complete plans and specifications to the contractors and material men for estimating purposes. Complete details must be made for the manufacture and fabrication of materials. As you can readily see, with all this necessary and complete information spread out before them, contractors in making out their bids are not working

in the dark. They see what is required and figure accordingly.

An important point is that the architect is completely divorced from contractors and material men. Hence, he is in the best position to obtain fair competition when bids are asked for and this insures low cost on a known quality of materials and skilled labor.

I was amazed, Ann, when Uncle Charles told me that architects fight shy of bids which are obviously too low, just as they do from those that are too high.

Did you ever before realize that an architect represents the owner every step of the way, acting as his agent in all matters pertaining to the cost of the work?

Whichever way you do, you'll doubtless have more problems. Please feel at liberty to write me about them and I in turn will take them up with Uncle Charles.

Your humble servant, MADGE.

Dear Ann: So I really did straighten out a number of things for you in my letter of last week. I'm glad of that. Now for the rest of your problems.

You now can see, according to your letter, how an architect can more than save his fee for the client if the client is going to build according to specifications. But you say, "Why bother with specifications?"

Of that, dear Ann, I know nothing. Again I shall take myself to the office of Uncle Charles, who as I have told you is, in my humble opinion, a capable architect. I shall ask him "Why specifications?" and immediately advise you as to his opinion.

MADGE.

Dear Ann: Uncle Charles certainly can say more in a few words than any person I have ever met. I shan't be able to carry on the message as concisely as he gave it to me but shall do my best.

Why specifications? From the obsolete horror registered by Uncle Charles, I gathered you might just as well have asked "Why a roof on the house?"

My dear Ann; specifications are to the erection of a building what nerves are to the human body. You simply can't do without them.

You want good workmanship, don't you! The architect, as the result of wide experience and technical training, is in a position to know proper from improper workmanship. The contractors being aware of this knowledge, follow these specifications to the letter. Under the critical eye of the architect the work which is not up to the specifications is immediately detected and ordered replaced.

(To Be Continued)

SOLVING PRISON PROBLEM

"The more you spend on architects, the less you will have to spend on prisons."
—John Burns.

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and
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Did This Ever Happen to You?

By ALEXANDER CARL GUTH

And so the story unfolds. They were good friends of the architect. So when it got to the remodelling of their house it just seemed natural for them to call him in. And into the post-Victorian house he injected some semblance of order and style. With his known ingenuity he wrought a more hospitable house. With his discerning eyes he hacked and cut at many an inconsistency until he was quite proud of his achievement. At last the work was finished, the rugs laid and the drapes were in place. And then, of course, there had to be a house warming to which friend architect was naturally invited. It proved to be a happy affair for all—but the architect. Yes, he actually bemoaned the fact that he ever came to the party.

The trouble all started like this. The folks were assembled and were being shown through the house. They admired the enlarged living room, the rejuvenated dining room, the new corner cabinets. They marvelled at the wonders that had been worked with the old staircase. All the while the owner was being plied with questions: "How did you do this?" "What did you do with the ceiling where the partition formerly was?" "You planned the vestibule omission well." "You showed excellent choice in the selection of your dining room cabinets and in your lighting fixtures." "How happy your wall paper and your color schemes are." "Your color sense is very acute." All these questions and many more of like nature were hurled at the owner who chestily answered them.

So back to the caption, "Did this ever happen to you?" and if so, how did you take it? Do you mope and cry over it or do you go about damning the unappreciative public, the public with its fickleness and misconceptions? And let the next question be, "Is the architect himself to blame for this state of affairs?" Has he brought this about himself? Believe it or not, all the advertising that could possibly be given this mute profession of architecture would not change matters. The solution lies in the education of the layman. He must be taught to realize and appreciate the worth of a well created thing.

He must be educated to appreciate architecture, be it in the form of corner cabinets, remodelled living rooms, new staircases or post offices and apartment houses. Appreciation of the news as to who floated the bond issue or who furnishes the brick has its place, but a far greater place has the appreciation of the architecture. Teach the layman and you, fellow architect, will not feel slighted or neglected at house warmings.

There sat the neglected architect. No one took any notice of him. No word of consideration or praise for his efforts. The crowd appeared interested only in the results and not who was actually responsible for them. All the ingenuity and the taste displayed by someone were of no import. It's the old, old story. If the owner had had a leg cut off the surgeon's name would have been on every tongue. If his wife had divorced him the lawyer's name would have been common talk. But as to the general public taking an interest in who did the trick architecturally—why that is of no moment. Anyone can remodel a house. It is a simple matter to tell the various contractors to add three feet to the living room, to paper the room with a quiet wall material and to use ivory enamel.

In this case and in most of them there simply is no appreciation of the scope and functions of the architect. He does not enter the picture. The value of good architectural advice is but feebly appreciated. The public does not understand the services that an architect renders. They forget that an architect is more than the maker of plans. It is little

known that he diagnoses his client's needs and this diagnosis is then translated into building materials and construction mixed with good taste. The thing must function practically as well as architecturally.

WISCONSIN CHAPTER, A.I.A.

By ALEXANDER GUTH, Secretary

MID-SUMMER MEETING PLANNED

At a meeting of the Executive Committee of the Chapter it was duly resolved to dispense with the July and August monthly meetings. It was further agreed to hold a typical mid-summer meeting at such time and place as will be decided by the President and Secretary. Notice of this will be forthcoming at the proper time. No business will be conducted at this meeting.

SPECIES OF LANGUAGE

"Architecture is a species of language. It tells us as much of Greece as Homer did, and more of the middle ages than has been expressed in literature."

—Eidlitz.



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THE SECOND ANNUAL
ARCHITECTS' STAG OUTING
 WILL BE HELD ON
SATURDAY AFTERNOON, JULY 15
 AT U. F. DURNER'S SUMMER HOME, WEST SIDE OF
UPPER NEHMABIN LAKE
 WAUKESHA COUNTY

WHAT TO BRING

•
 YOUR PERSON

•
 GOLF CLUBS

•
 SWIMMING SUIT

•
 OUTDOOR TOGS

•
 OWN SMOKES

•
 A BIG SMILE

•
 LARGE THIRST

•
 ONE DOLLAR

PROGRAM

1:00 to 2:00 — Arrival and Parking

2:00 — Grand Opening of the Kegs

2:30 — Games

- Baseball (Two Diamonds)
- Horseshoe (Four Courts)

3:00 — Golf Tournament

- Bridge for Non-Golfers
- Rowing and Canoeing

4:30 — Swimming

- Ordinary Swimming
- Fancy Swimming

5:30 — Supper

- Committee in Charge

6:00 — Informal Talks, Officers

- Association Affairs

Evening — Launch Rides

- Cards and Smoker

A full afternoon and evening of enjoyment in the society of your fellow architects. One dollar covers cost of everything, including the lunch and refreshments.

DIRECTIONS

•
 HIGHWAY 30 TO

•
 SIDEROAD ABOUT

•
 1 1/2 MILES WEST

•
 OF DELAFIELD.

•
 DIRECTION SIGN

•
 WILL BE ON

•
 NORTH SIDE OF

•
 HIGHWAY 30

**THE STATE ASSOCIATION OF
 WISCONSIN ARCHITECTS**